



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

September 20, 2018

Cheryl H. Prinster
Manager, Regulatory Affairs
The Scotts Company
14111 Scottslawn Road
Marysville, OH 43041

Subject: Label and CSF Amendment –Revising the directions for use, adding alternate brand names, revising Basic, Alternate CSF A, B, C, and D
Product Name: EDISON SOUTH
EPA Registration Number: 538-315
Application Date: June 20, 2016
Decision Number: 519210

Dear Ms. Prinster:

The amended label and CSFs referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, are acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them. The alternate brand names “Weed Control for Lawns” “Weed Control for Southern Lawns”, “WeedEx Southern”, “WeedEx for Southern Lawns”

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. “To distribute or sell” is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Please note that the record for this product currently contains the following CSFs:

- Basic CSF dated 06/10/2016
- Alternate CSF A, B, C, and D dated 06/10/2016

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the

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website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Shanta Adeeb by phone at 703-347-0502, or via email at adeeb.shanta@epa.gov.

Sincerely,



Reuben Baris, Product Manager 25
Herbicide Branch
Registration Division (7505P)
Office of Pesticide Programs

Enclosure

Note to PM:

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional.] Text separated by / denotes and/or options.

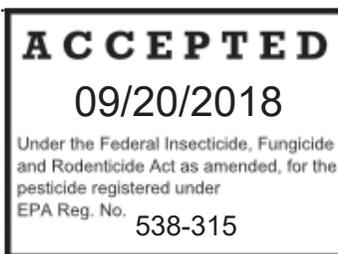
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Edison South

ACTIVE INGREDIENT:

| | |
|---------------------------------|-----------------|
| Atrazine [†] | 1.440% |
| Related Compounds: | 0.030% |
| OTHER INGREDIENTS: | 98.530% |
| TOTAL | 100.000% |

[[†]CAS #1912-24-9]



**KEEP OUT OF REACH OF CHILDREN
CAUTION**

See back/side/top/bottom [panel/label] for additional precautionary statements

[XX-XX-XX]

Note to PM: Fertilizer information denoted by “X” will be added to FPL. NPK will not exceed the endpoints tested for acute toxicology studies.

NET WEIGHT/WT. XX.XX lbs. (X.XX kg)

Note to PM: Coverage based on application rate of 3.13 lbs. of product per 1000 sq. ft. See table for coverage examples.

Coverage Examples:

| Bag Weight (lbs.) | Coverage (sq. ft.) | A.I. percent | # AI per acre | # Product per 1000 sq. ft. |
|--------------------------|---------------------------|---------------------|----------------------|-----------------------------------|
| 7.81 | 2,500 | 1.47 | 2 | 3.13 |
| 12.5 | 4,000 | 1.47 | 2 | 3.13 |
| 15.65 | 5,000 | 1.47 | 2 | 3.13 |

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Optional Company Identifier: Scotts®

Alternate Brand Names: Snap Pac Southern Weed & Feed
Turf Builder Bonus S Southern Weed & Feed for Snap 2
Turf Builder Pac Bonus S Southern Weed & Feed 2
Weed Control for Lawns
Weed Control for Southern Lawns
WeedEx Southern
WeedEx for Southern Lawns

Optional Product Descriptors [Southern] Weed and Feed]
[Southern] Weed Control for Lawns]
[Southern] Lawn Food with Weed Control]
[Southern] Lawn Weed Control]
[Southern] Fertilizer with Weed Control]
[Southern] Weed Control plus Fertilizer]

For [use [only] with] **insert brand name** cartridge/applicator system

Coverage denoted by “X” will be added to FPL. Coverage will not to exceed 2 lbs. atrazine per acre.

- [Covers/treats/feeds/fertilizes XXXX sq. ft./XX ft. x XXX ft.]
- [Covers/treats/feeds/fertilizes XX acres] [(1/8 acre = 5,445 sq. ft.)]
- [Covers/approximately the area of X tennis courts/football fields per pound of product]
- [This package applies 3.13 lbs. of product per 1,000 sq. ft.]

Precautionary Statements

Hazards to Humans and Domestic Animals

CAUTION: Causes moderate eye irritation. Avoid contact with eyes, skin, or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

FIRST AID

If in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after first 5 minutes, then continue rinsing eye.

Call a poison control center or doctor for treatment advice. Have the product container or label with you when calling poison control center or doctor, or going for treatment. Call: 1-800-543-8843 (***number is available 24/7/365***)

Environmental Hazards

This product is toxic to aquatic invertebrates. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treated area. Sweeping any product that lands on a driveway, sidewalk, or street, back into the treated area of the lawn will help to prevent run off to water bodies or drainage systems. Runoff and drift from treated areas may be hazardous to aquatic organisms in neighboring areas. Do not contaminate water when cleaning equipment or disposing of equipment washwaters. Do not clean equipment over hard surfaces or near storm drains.

Atrazine can travel (seep or leach) through soil and enter groundwater which may be used as drinking water. Atrazine has been found in ground water. Users are advised not to apply Atrazine on sand and loamy soils where the water table (groundwater) is close to the surface and where these soils are very permeable; i.e., well drained. Your local agricultural agencies can provide further information on the type of soil in your area and the location of groundwater.

Note to PM:

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[KEY PRODUCT FACTS]
[APPLICATION] [HOW AND WHEN TO APPLY]
[Apply in spring or fall]

OPTION 1 – DIRECTIONS FOR USE (SNAP)

DIRECTIONS FOR USE

It is a violation of federal law to use this product in a manner inconsistent with its labeling

When to Apply

- Apply when grass and weeds are actively growing. If complete control is not obtained a second treatment may be required 2 months after the first.
- Apply in the Fall to control winter weeds such as henbit, chickweed, rabbit-tobacco, eveningprimrose.
- This product must be WATERED IN IMMEDIATELY after application.

Restrictions

- Do not apply during winter dormancy period. Wait until after third mowing of the season to apply.
- Do not allow people or pets to enter treatment areas until watering-in is complete and the surface is dry.
- Do not apply this product in a way that will contact any person either directly or through drift. Keep people and pets out of area during application.
- Do not apply to lawns or mixed lawns of bahiagrass, bermudagrass, bluegrass, fine fescue, bentgrass, ryegrass, tall fescue, or dichondra because injury may occur.
- Do not apply by hand or hand-held rotary devices such as hand-held rotary applicator.
- Not for use on or under trees, shrubs, bedding plants, flowers, or garden plants.
- Do not make more than 2 applications per year.
- Do not apply more than 3.13 lbs. product per 1000 sq. ft. per application.

Note to PM: The weed list may appear elsewhere on the label and be referenced in the Directions for Use

Controls/[Kills listed weeds including] (*insert one or more weeds from following weed list*)/
[Controls weeds as listed above/below] **or** Kills/Controls listed weeds

| | | |
|------------------------------|---------------------------------|-------------------------|
| Black medic | Eveningprimrose | Red sorrel/sheep sorrel |
| Blue toadflax | Florida betony | Rescuegrass |
| Buckhorn | Florida pusley | Shepherd's purse |
| Burclover | Fragrant cudweed/rabbit-tobacco | Sowthistle |
| Carolina geranium/cranesbill | Henbit | Stinging nettle |
| Chickweed | <i>Lippia</i> /Matchweed | Venus lookingglass |
| Clover | Oxalis/Yellow woodsorrel | Wild mustard |
| Dandelion | Pepperweed/peppergrass | |
| Dichondra | Purslane | |
| Dollarweed/Pennywort | | |

[Seeding/Sprigging]

Note to PM:

EPA Reg. No. 538-315

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional.] Text separated by / denotes and/or options.

[Apply Edison South/this product after sprigging a new St. Augustine or zoysia lawn to prevent competition from germinating weeds. Water the new sprigs, allow the grass blades to dry, then make the application of Edison South/this product.]

- [Don't apply to newly seeded centipede or carpetgrass lawns until after the new grass has been mowed at least twice.]
- [Don't plant sprigs for one month, or sow new grass seed for six months following application of Edison South/this product.]

[Where to Apply]

- For use [only] on St. Augustinegrass (including Floratam), centipedegrass, zoysiagrass, and carpetgrass lawns.

[How to Apply]

- Each pass should be within 5 feet of another pass to ensure proper overlap.

APPLICATOR SET UP [AND INFORMATION]

Edison South/This product

[Just pop it on, flip the lever and go!]

[Icon]: Connect/Snap/Place into Spreader

[Icon]: Lock/Flip lever to lock in place

[Icon]: Apply/Go/You're ready to go

[Icon]: [EdgeGuard/Feature/Control]

[Icon]: [[Finish] [&] [Store]]

See back panel for Setup Guide

- **Lock/Snap & Go/Snap, Lock, Go/Cartridge/ Snap[®] / Pac connects directly to the [insert name] spreader/applicator** [There's no cutting/no pouring/no spilling] [from heavy bags]/[Simply place Snap[®] / Pac /cartridge into the spreader/applicator]
- **Flip the lever to lock cartridge/ Snap[®] / Pac into place** [Cartridge/ Snap[®] /Pac automatically sets the proper application rate]
- **Easy to apply**/Follow Directions for Use below
- **[Easy to control]** [The new & improved/EdgeGuard feature directs product only where you want it]
- **[Easy to finish & store]** [Just flip the lever back to remove the Snap[®] /Pac /cartridge.] [It self-seals for no mess/no touch/no-waste/easy clean-up & storage.]

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[Bracketed information is optional.] Text separated by / denotes and/or options.

Note to PM: The following Storage and Disposal section will appear on those products intended for use with the Scotts SNAP® Spreader

STORAGE AND DISPOSAL

PESTICIDE STORAGE: Store in a clean, dry place for your next application. Product can be used until [Container is] empty.

PESTICIDE DISPOSAL and CONTAINER HANDLING: Non-refillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

OPTION 2 – DIRECTIONS FOR USE (CONSUMER-FRIENDLY)

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

1 – PREP

KNOW YOUR LAWN SIZE

| | | |
|------------------------|------------------------|----------------|
| Tennis Court | Equals ~ 2,800 sq. ft. | [Illustration] |
| Football Field | Equals ~ 100 yards | [Illustration] |
| Standard Parking Space | Equals ~ 300 sq. ft. | [Illustration] |

FILL & SET SPREADER

| | |
|-------------------------------------|-------------|
| Scotts Broadcast/Rotary Spreader | Setting [X] |
| Scotts Drop Spreader | Setting [X] |
| Scotts (<i>insert brand name</i>) | Setting [X] |

This package applies 3.13 lbs. of product per 1,000 sq. ft.

2 – APPLY

- Apply when grass and weeds are actively growing. If complete control is not obtained a second treatment may be required 2 months after the first.
- Apply in the Fall to control winter weeds such as Henbit, Chickweed, Rabbit-Tobacco and Evening primrose.
- This product must be WATERED IN IMMEDIATELY after application.
- For use [only] on St. Augustinegrass (including Floratam), Centipedegrass, Zoysiagrass, and Carpetgrass lawns.

WALK AT A STEADY PACE

Broadcast Rotary Spreader [Illustration]
Line up each pass approximately 5' from wheel track.

Drop Spreader [Illustration]
Align arrow with previous wheel track.

Restrictions

- Do not apply during winter dormancy period. Wait until after third mowing of the season to apply.
- Do not allow people or pets to enter treatment areas until watering-in is complete and the surface is dry.
- Do not apply this product in a way that will contact any person either directly or through drift. Keep people and pets out of area during application.

Note to PM:**Bold, italicized text is information for the reader and is not part of the label.**

[Bracketed information is optional.] Text separated by / denotes and/or options.

- Do not apply to lawns or mixed lawns of bahiagrass, bermudagrass, bluegrass, fine fescue, bentgrass, ryegrass, tall fescue, or dichondra because injury may occur.
- Do not apply by hand or hand-held rotary devices such as hand-held rotary applicator.
- Not for use on or under trees, shrubs, bedding plants, flowers, or garden plants.
- Do not make more than 2 applications per year.
- Do not apply more than 3.13 lbs. product per 1000 sq. ft. per application.

Note to PM: The weed list may appear elsewhere on the label and be referenced in the Directions for UseControls (*insert one or more weeds from following weed list*)/[Controls weeds as listed above/below] **or** Kills/Controls listed weeds

| | | |
|------------------------------|---------------------------------|-------------------------|
| Black Medic | Eveningprimrose | Red Sorrel/Sheep Sorrel |
| Blue Toadflax | Florida Betony | Rescuegrass |
| Buckhorn | Florida Pusley | Shepherd's Purse |
| Burclover | Fragrant Cudweed/Rabbit-Tobacco | Sowthistle |
| Carolina Geranium/Cranesbill | Henbit | Stinging Nettle |
| Chickweed | Lippia/Matchweed | Venus Lookingglass |
| Clover | Oxalis/Yellow Woodsorrel | Wild Mustard |
| Dandelion | Pepperweed/Peppergrass | |
| Dichondra | Purslane | |
| Dollarweed/Pennywort | | |

[Clean Up] [icon]

[Sweep excess product from driveway and sidewalks back onto the grass.]

[Seeding/Sprigging]

[Apply Edison South/this product after sprigging a new St. Augustinegrass or Zoysiagrass lawn to prevent competition from germinating weeds. Water the new sprigs, allow the grass blades to dry, then make the application of Edison South/this product.]

- [Don't apply to newly seeded centipede or carpetgrass lawns until after the new grass has been mowed at least twice.]
- [Don't plant sprigs for one month, or sow new grass seed for six months following application of Edison South/this product.]

STORAGE AND DISPOSAL**PESTICIDE STORAGE:** Store in a dry place. [Reseal opened bag by folding top down and securing.]**PESTICIDE DISPOSAL and CONTAINER HANDLING:** Nonrefillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional.] Text separated by / denotes and/or options.

SPREADER SETTING INFORMATION Note to PM: The following is optional spreader setting information. Appropriate spreader settings, spreader brand names, and coverage will be inserted on Final Printed Label

This package applies 3.13 lbs. of product per 1,000 sq. ft.

Spreading Tips

- For best results, use a Scotts spreader. ***-OR- Use [only] with Scotts spreaders.***
- Mow lawn first if grass is tall enough to touch the bottom of the spreader.
- Apply header strips. Then apply product in longest direction of lawn.
- Shut off spreader anytime you stop.
- Scotts products are designed to work with Scotts spreaders.
- Non-Scotts spreader settings are approximate. You may need to adjust for proper coverage.
- For additional spreader settings, please call 1-800-543-TURF (8873).

OPTIONAL FERTILIZER GUARANTEE INFORMATION

The following table may be used in whole or in part. Fertilizer information denoted by "X" will be added to FPL. NPK will not exceed the endpoints tested for acute toxicology studies.

GUARANTEED ANALYSIS

Product Name

[XX-XX-XX] (*insert N-P-K ratio*) FXXX (*insert FL Fertilizer No.*)

| | |
|-----------------------------------|-----|
| Total nitrogen (N) | XX% |
| XX% ammoniacal nitrogen | |
| XX% urea nitrogen | |
| XX% other water soluble nitrogen* | |
| XX% water soluble nitrogen | |

| | |
|--|----|
| Available phosphate (P ₂ O ₅) | X% |
| Available potash (K ₂ O) | X% |

Derived from: methylene urea, potassium sulfate, ammonium phosphate and ammonium sulfate

*Contains X% slowly available methylenediurea and dimethylenetriurea nitrogen.

Information regarding the contents and levels of metals in this product is available on the internet at <http://www.regulatory-info-sc.com> **or** <http://www.aapfco.org/metals.html>.

Note to PM:

EPA Reg. No. 538-315

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Optional Florida Fertilizer Application Language

Florida Fertilizer Applications: [Do not exceed/May apply up to] 4 annual feedings [4 lbs. N/1000 sq. ft. per year] with the following exceptions: On centipedegrass do not exceed 2 feedings [2 lbs. N/1000 sq. ft. per year] in the north and 3 feedings [3 lbs. N/1000 sq. ft. per year] in the central and south. On zoysiagrass do not exceed 3 feedings [3 lbs. N/1000 sq. ft. per year] in the north.

North Florida is defined as north of a line extending from Cedar Key to Daytona Beach. Central Florida is defined as south of the line extending from Cedar Key to Daytona Beach to a line extending from Tampa to Vero Beach. South Florida includes the remaining southern portion of the state.

In Florida, 4 feedings may exceed the Nitrogen limits on certain grass types in some [geographic] areas.

Check with your local Cooperative Extension Agency to obtain specific information on local turf best management practices [for feeding your lawn.]

Check with your county or city government to determine if there are local regulations for fertilizer use.

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OPTIONAL TEXT AND CLAIMS

The following pesticide, fertilizer or general benefit claims may appear on any label panel.

The following claims may be preceded by “new” or “now” for six (6) months from the first date of shipment to a customer in accordance with Federal and State Registrations

Appropriate fertilizer, formula, company and product specific information will be inserted on Final Printed Label

GENERAL CLAIMS

- Apply in spring / fall
- Apply when/anytime weeds are growing* *Do not apply more than twice per year.
- Before/After [Illustration]
- [photo] treated [photo] untreated
- Non-Burning Formulation (when used as directed)

PESTICIDAL CLAIMS

- Clears out Dollarweed and Clover/Southern Weeds
- Clears out the toughest weeds guaranteed*
- Designed for [insert grass types]
- Designed for Southern grass types: [insert grass types]
- Guaranteed* To Kill Southern Weeds
- Kills [insert any all listed weeds] and feeds/thickens/provides nutrients to grass to crowd out new/future weeds.
- Kills [insert any all listed weeds] and feeds/thickens/provides nutrients to grass to fill in bare spots.
- Kills anytime weeds are actively growing
- Kills Dollarweed and/ & Clover/Southern Weeds [Guaranteed*]
- Kills dollarweed/pennywort and other [common] [lawn] weeds [as listed][**]
- Kills the toughest weeds guaranteed*
- Kills weeds all season long
- Kills Weeds in Southern Lawns
- Kills/controls dollarweed/pennywort and [25] other [common] [lawn] weeds**
- Kills/controls dollarweed/pennywort, chickweed and [over] [25] [common lawn] weeds [while greening your lawn without rapid, extreme growth]**
- Kills/controls weeds and fertilizes your lawn
- Put(s) a Stop to Dollarweed & Clover/Southern Weeds
- Put(s) an end to Dollarweed & Clover
- Specially formulated for [insert grass types]
- Specially formulated for Southern grass types: [insert grass types]
- Stops Weeds Guaranteed*
- Starts working on contact
- Tough on weeds – Not your lawn – Guaranteed*

****As listed – OR– including [insert any weeds listed in Optional Product Efficacy Claims section]**

FERTILIZER CLAIMS

- Builds strong, deep [grass] roots
- Builds strong, green turf from the roots up without burning your lawn
- Builds thick, green turf from the roots up without burning your lawn
- Dual Action fertilizer - Protect[s] [lawn] for Winter and Build[s] for Spring

Note to PM:**Bold, italicized text is information for the reader and is not part of the label.**

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- Each lawn fertilizer particle provides gradual release that won't burn or cause surge growth when applied as directed
- [Helps lawn] recover from Summer, Replenish for Winter and Rebuild for Spring
- Feeding with a fertilizer like Scotts Water Smart™ helps grow a thick lawn with more roots to better absorb water and nutrients. This helps protect your lawn against heat, drought and other stresses
- Feeds and Greens for up to two months without burning your lawn
- Feeds and Strengthens [the Lawn] Against Heat and Drought
- Feeds grass for a healthier/ greener lawn
- Feeds grass to give you a healthier/ greener lawn
- Feed[s] lawn
- Feeds for a thick, green lawn
- Feeds/thickens/provides nutrients to grass to crowd out new/future weeds.
- Feeds/thickens/provides nutrients to grass to fill in bare spots.
- Formulated for the home environment.
- Formulated with Scotts technology [for long lasting greening and feeding]
- Grows Strong Roots
- Healthier lawns made easy
- Helps strengthen your lawn against heat/drought/wear/tear
- Scotts Longest-Lasting Green up/Green/Greening Power/Deep Green Color/Deep Greening/Added Greening/Power/Feeding/ Nutrients/Food/even greening/consistent green
- Water Smart™ [logo]
- Water Smart Makes The Most Of Every Drop™
- Improves Lawn's Ability to Absorb Water & Nutrients
- We guarantee* thick, green-turf without risk of burning or surge growth
- Weed control plus lawn fertilizer
- Well-fed lawns are more efficient at using available water
- Won't Burn Lawn Guaranteed*

*See Scotts No-Quibble Guarantee on back panel

CARTRIDGE CLAIMS

- A snap/easy to start/apply/finish/store
- [All you have to do is] [just] pop it on, flip the lever and go!
- Automatic spreader setting delivers/guarantees a no-burn application
- Available in your choice of [x] formulas/cartridges/ Snap® / Pac [s]
- Cartridge/product can be used until empty
- Cartridge/ Snap® / pac [s] locks into place [and automatically sets the proper feeding/application rate]
- Compact size fits easily in storage areas
- Easy/simple to use
- [Flip the lever to lock cartridge into place] [ICON]
- For many, fertilizing/feeding the lawn is a [big] chore.
- [For] use with [the] Snap [Spreader] [System] [icon/image]
- Formulated just for the Snap system
- Get a beautiful/thick/green/strong lawn with [far] less effort
- If additional cartridges/ Snap® / Pac [s] are needed to complete/finish your lawn application, simply flip/slide lever back [to release/unlock/re-seal/seal/close cartridge] [from spreader/applicator] [ICON]
- Insert/connect new cartridge/ Snap® / Pac [s] [lock into place] [and go] [and continue applying] [ICON]

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[Bracketed information is optional.] Text separated by / denotes and/or options.

- **[Insert name]**/Self-contained/Lock/Snap & Go cartridge/system [connects directly to the spreader/applicator] [locks into place] [and] automatically sets the proper feeding/application rate.
- It's easy to get started
- [It's/**insert name** is] the revolutionary/specially designed/lightweight/self-contained/no-mess/no touch/no guess/guess-proof/mess-proof/lock/snap & go [fertilizing/feeding/fertilizer/lawn care] [cartridge/ Snap[®] / Pac /application/applicator/spreader] system.
- [It] transform[s] the way you [feed/fertilize/take care of] your lawn [making it easy/easier] [than ever before] [to get a beautiful/thick/green/strong lawn]
- [It] Take[s] the mess/guesswork out of feeding/fertilizing/lawn care [your lawn] [[so you get [the]] right application rate/great results/a beautiful/thick/green/strong lawn]]
- [It's] Ready to go when you are
- [It's] The easy/easier way to a beautiful/thick/green/strong lawn
- [It] Makes it easier to get a beautiful/thick/green/strong lawn
- It's easy/easier [than ever before] [to get the (the right application rate)/(great results)]
- Leave the old way of fertilizing/feeding/lawn care behind
- Lock/snap & Go
- No burn application
- No guess/mess application
- No manual spreader/applicator settings [to adjust]
- No mess/guess/hassle
- No mess start/finish
- No touch/spill/ waste storage [with the [unique/self-sealing] cartridge/ Snap[®] / Pac /system].
- Now, getting a [beautiful/thick/green/strong] lawn is easy/easier [than ever before]
- [Now] [there's] [a/the] quick/quicker/fast/faster way to feed/fertilize/care for your lawn
- [Now] [there's a/the] revolutionary [new] way to take care of/feed your lawn
- Once empty, cartridges/ Snap[®] / Pac [s] cannot be reused
- Proper feeding/application rate is set automatically [with the **insert name**/self-contained/Lock/Snap & Go] [cartridge/system]
- Reduces the mess/inconvenience/effort/hassle of fertilizing/lawn care
- Snap[®] / Pac /Cartridge [icon]
- [Self contained] [fertilizer/feeding] [lock/snap & go] cartridge/ Snap[®] / Pac connects directly to [insert name] spreader/applicator [so/means/there's] [no cutting/no pouring/no spilling/no opening] [from heavy bags]]/[no need to cut open or pour from heavy bags]
- Self-sealing cartridge/ Snap[®] / Pac [makes clean-up and storage a snap]/[means [a] no waste/no spill/no touch] [clean up/storage]
- Store cartridges/product in a clean, dry place [for your next application]
- [The] [specially designed/revolutionary/lock/snap & go] [cartridge/applicator/system] automatically sets the proper feeding/application rate [so] [there are no manual spreader/applicator settings [required/to adjust.]].
- [The] [cartridge/ Snap[®] / Pac /system] [automatically] self-seals [upon removal] [making clean up and storage a snap/easy/easier]/[(for no touch/no waste/no mess/easy (clean-up/storage))]
- The [no-mess/guess/touch/pour] feeding/fertilizing/ application system
- [There's] no cutting/ pouring/ spilling/opening [from heavy bags] [with the [unique/self-contained] cartridge/ Snap[®] / Pac]
- [The] [**Insert name**] cartridge/spreader/applicator/system improves/reinvents the fertilizing/lawn application experience
- [The] [lock/snap & go] Cartridge/ Snap[®] / Pac works exclusively with the [**insert name**] [Cartridge/ Snap[®] / Pac] spreader/applicator/system [ICON]
- The [lock/snap & go] cartridge is designed to be used only in the [specially designed/revolutionary] [**insert name**] cartridge/spreader/applicator/system [ICON]
- [The] cartridge/ Snap[®] / Pac snaps/locks easily into place [ICON]

Note to PM:

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[Bracketed information is optional.] Text separated by / denotes and/or options.

- The [guess/mess proof] [self-contained] [lock/snap & go] [lawn care/fertilizer] [cartridge/application] system [that] [takes the guesswork out of fertilizing your lawn/lawn care]
- The [no guess/mess] [self-contained] [lock/snap & go] [lawn care/fertilizer] [cartridge/application] system [that] [takes the guesswork out of fertilizing your lawn/lawn care]
- The [guess-proof/mess proof/no guess/no mess] [self-contained] [lock/snap & go] [lawn care/fertilizer] [cartridge/application] system [that][makes great results easy/easier/a snap]
- The [guess-proof/mess proof/no guess/no mess] [self-contained] [lock/snap & go] [lawn care/fertilizer] [cartridge/application] system [that] / [[gives you [the right application rate/great results]] [from start to finish]
- [The EdgeGuard feature on the [**insert name**] cartridge/spreader/applicator [allows for one-sided spreading]/[lets you close off application on one side of spreader] so product/fertilizer is not wasted/released on [unwanted] [areas like] driveways/sidewalks/flowerbeds] [ICON]
- Use [this] [lock/snap & go] [cartridge/ Snap[®] / Pac] only with the [new] [specially designed/revolutionary] [**insert name**] [Cartridge/spreader/applicator] system [ICON]
- You're ready to go
- Your hands don't have to touch the fertilizer/product

PACKAGING CLAIMS

- Easy to spread [granules].
- Ready to Use [granules].
- Value size
- Bonus size
- Easy open
- Easy close

WHAT DOES SCOTTS [insert product name**] DO?**

Scotts [**insert product name**] [kills dollarweed, clover and other lawn weeds. It kills anytime weeds are actively growing, all season long.]/[kills dollarweed, clover and other pesky weeds. It is designed to kill weeds all season long and safe for Southern lawns.]

[Take down dollarweed and clover with [**insert product name**]. It's designed to kill tough southern weeds, down to the root. Control weeds, all season long with [**insert product name**].]

[[**Insert product name**] stops dollarweed and clover in their tracks. It's designed to take down tough southern weeds. Kill lawn weeds, all season long with [**insert product name**].]

[[**Insert product name**] is designed to kill dollarweed, clover, and other lawn weeds. It takes down weeds anytime they are actively growing. Control southern weeds, all season long.]

Insert partial listing of weeds prevented/controlled

For a list of weeds that Scotts [**insert product name**] targets visit:
[www.scotts.com/\[insert company website\]/\[insert product name\]/target weeds](http://www.scotts.com/[insert company website]/[insert product name]/target weeds)

[Insert Product Name] works on/can be used/applied on: [**Insert list of grass types**]

THE SCOTTS STORY OPTIONS

Option 1

At Scotts, we understand how frustrating it can be when tough weeds invade your yard. But we're here to help. [Insert product name] has the strength to take on tough weeds like dollarweed and clover. So relax knowing Scotts is here to eliminate southern weeds.

Option 2

At Scotts, we understand how frustrating it can be to grow - and maintain- a lush, green yard free of pesky weeds. But we're here to help. [Insert product name] is guaranteed to kill tough weeds. So you can keep your lawn weed free all year long

Option 3

Dollarweed and Clover are a pain in Southern lawns. The frustrating invaders make it difficult to keep your yard pristine. [Insert product name] has the strength to control tough weeds. Let Scotts help you enjoy your weed free yard.

Option 4

[Insert product name] is built to kill weeds in southern lawn. It controls weeds like Dollarweed and clover, down to the roots. Clear out southern weeds with [Insert product name], from Scotts.

Option 5

Put an end to Dollarweed and Clover in your yard. [Insert product name] is designed to kill tough weeds. Take control of Southern weeds to keep your yard looking great, all season long.

Option 6

Dollarweed and Clover, no more! Control tough Southern weeds with [Insert product name]. It's formulated to kill tough weeds, down to the root. Take down Dollarweed and Clover with [Insert product name].

[Lawncare Information:] [Water Smart®] Tips for Lawncare Success:

- Feed regularly for your best lawn – Regular feedings of Scotts Edison South/this product will help build a lawn you and your family can enjoy. Scotts provides the nutrients your lawn needs to look its best and withstand the stresses of weeds, heat, drought and family activity.
- Mow your lawn high. Mowing high allows the grass to develop a deep root system & helps your lawn use water more effectively.
- Leave the grass clippings on your lawn. This recycles the plant nutrients back into the soil.
- Conserve water. Your lawn will begin to wilt when water is needed. As much as possible, take advantage of nature's sprinkler and rely on the rain to water your lawn.

[art] one annual feeding

[art] 2-3 annual feedings

[art] 4 annual feedings

Tips for Lawncare Success:

[icon: granules falling on grass] Feed Regularly

Regular feedings provide the nutrients your lawn needs to look its best and withstand the stresses of weeds, heat, drought & family activity

Benefits of Multiple Feedings [art] one annual feeding [art] 2-3 annual feedings [art] 4 annual feedings

[icon: lawn mower] Mow and Leave the Grass Clippings on Your Lawn

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Mowing high allows the grass to develop a deep root system & helps your lawn use water more effectively. Grass clippings recycle the plant nutrients back into the soil.

[Water Smart™ logo][Water Smart Makes The Most Of Every Drop™] **Conserve Water** [Well-fed lawns are more efficient at using available water. Feeding with Scotts [fertilizer/lawn food] helps grow a thick lawn with more roots to better absorb water and nutrients than an unfed lawn. This helps protect your lawn against heat drought and other stresses.] Remember your lawn will begin to wilt when water is needed. As much as possible take advantage of nature's sprinkler and rely on the rain to water your lawn.

SEASONAL PRODUCT APPLICATION OPTIONS

Scotts Recommended feeding routine

Plan your feeding routine with Scotts Turf Builder Lawn food.

[icon] [spring]

[A spring feeding helps grass get going after its initial green up. You should feed around the third time you mow your grass.]

[icon][late spring]

[Feeding now prepares grass for summer by making more blades on top and building deep roots below.]

[icon] [summer]

[A summer feeding provides grass the nutrients they need to thrive during the summer months.]

[icon][early fall]

[Feeding now helps grass store nutrients to deal with the stress of the winter months.]

The Scotts Advantage

Scotts has been the leader in helping homeowners enjoy their lawns for more than 140 years. Scotts is guaranteed to provide even feeding and greening with the right balance of essential nutrients in every particle. When you fertilize, your lawn will become thicker, with deeper roots to better absorb water and nutrients.

Dedicated To A Beautiful World™

Trusted by generations of homeowners, Scotts is dedicated to helping enhance and protect the beauty of your home environment. – Scotts®

Scotts & Your Environment [art]

- **We care.** Scotts products are designed with care to grow thicker, greener lawns.
- **[Because] A Green Lawn is a Good Lawn.** A healthy lawn can clean the air, produce oxygen and prevent runoff and soil erosion.
- **You can make a difference.** Help keep our water resources clean. Apply this product only to your lawn, and sweep any product that lands in the driveway, sidewalk or street back on to your lawn.

Get expert advice for your lawn now.

Want information on what to use and when? Sign up today to get free expert advice specifically for your lawn. Visit scotts.com or call 1-800-543-TURF (8843).

SCOTTS...the lawn people

Note to PM:

EPA Reg. No. 538-315

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[**Art:** SMG/NYSE icon]

[**ICON:** - phone]

Questions / Comments /Information

Lawn Questions?

Have questions or need advice?

If you have questions you can talk directly with a Scotts Lawn Counselor. Simply call the toll-free number: X-XXX-XXX-XXXX

Visit us on the internet or call our customer satisfaction hotline [**insert company address/phone number/ website**]

Call -or- Consumer Helpline -or- phone toll-free -or- [Call] Scott's [toll-free] consumer hotline X-XXX-XXX-XXXX

[Open Monday through Saturday 9:00 a.m. to 5:00 p.m. Eastern time]

[**ICON:** – computer mouse]

[Visit [our website] [scotts.com] **insert company website**

Visit Scotts' website at **insert company website**

Contact the experts at insert company website

[Use Scotts My Lawn App to Calculate Your Lawn Size [icon] My Lawn]

WARRANTY GUARANTEE INFORMATION

Scotts No-Quibble Guarantee[®]

If for any reason you, consumer are not satisfied after using this product, you are entitled to get your money back. Simply send us evidence of purchase and we will mail you a refund promptly.

NOTICE: To the extent consistent with applicable law, buyer assumes all risks of use, storage or handling of this product not in accordance with directions.

[Distributed/Manufactured/ Sold and Guaranteed by:]

The Scotts Company

14111 Scottslawn Rd.

Marysville, OH 43041

U.S. Patent No. X,XXX,XXX [**patent information will be added to FPL**]

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[Country of Origin /Made in U.S.A. /Made/Packaged in the USA /Product of__]

EPA Reg. No. 538-315

EPA Est. No. XXX-XX-X

[Superscript used is first letter of run code on end of container]